

# How New Zealand businesses are protecting their **Trade Marks** around the world



## Top 5 for 2019

These are the top 5 industries for which New Zealand businesses filed Madrid applications for overseas protection in 2019.

-  Services for Business and Retail Services
-  Electronics and Computers
-  Pharmaceuticals, Supplements and Baby Foods
-  Scientific & Engineering Services, Software Design and SaaS
-  Honey, Confectionery and Ice Cream

## Top applicants for 2019

These are New Zealand businesses that filed the most Madrid applications for overseas protection in 2019.

- Fisher & Paykel Healthcare Limited
- Autex Industries Limited
- Egmont Honey Limited
- Zivi Limited

**Small effort,  
big impact**

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